



ADVERTISING RATE SHEET

Stay In The Loop is the Center’s monthly e-newsletter. Distributed to 5,000+ subscribers, the Messenger shares helpful information on trending topics, advocacy, capacity building, award opportunities, budget saving benefits, news updates and more.

Advertising in the Messenger is open to Center Members only.

SPECIFICATIONS

Format:

Advertorial (This is not a display ad. It will appear as part of the editorial content)

Availability:

One advertorial space per issue will be available. Reservations are on a first come basis.

Frequency:

Industry members are eligible to place one advertorial per six months.

Reservation deadline:

The 5th of the month before issue month (for example, the July issue would be due by June 5)

Content deadline:

The 20th of the month before issue month (for example, the July issue would be due by June 20)

Content requirements:

Maximum of 150 words
Must provide an informational tip and limit promotion/ call-to-action to two sentences
Organization name and link to organization’s website will be included in the advertorial

Rate:

\$200 due at time of reservation

Space Reservation

To reserve space: Contact Ellie Shippey at eleanors@nonprofitadvancement.org to select the issue/month you wish to reserve. Once your space is confirmed, visit www.nonprofitadvancement.org/about/news to complete the online Reservation Payment Form.

To submit ad: Send content in a Word document to eleanors@nonprofitadvancement.org. Be sure to include your organization name and website.

For questions: Contact eleanors@nonprofitadvancement.org